Navy Recruiting Command … Seeking the 'Best and Brightest'

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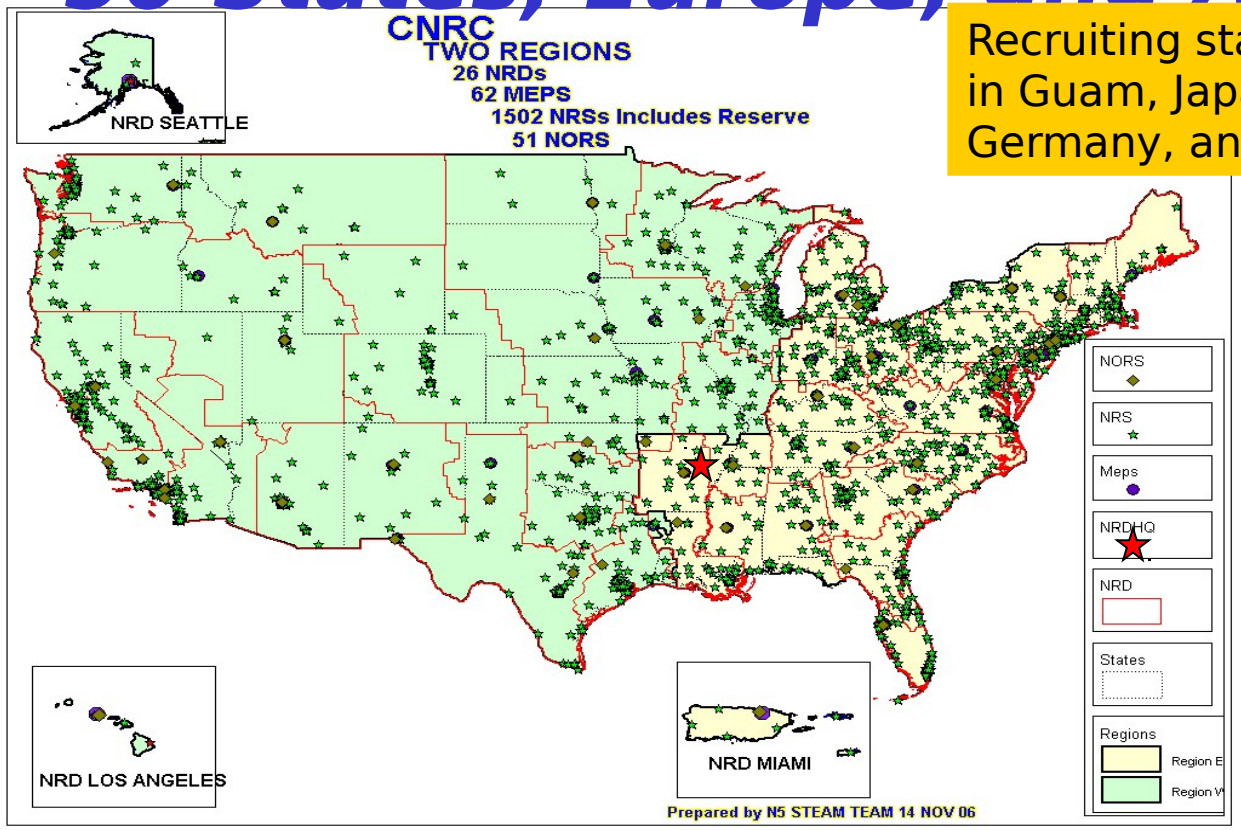
The Navy Recruiting Organization
50 States, Europe, and Asia …



Recruiting stations also in Guam, Japan, Puerto Rico Germany, and Italy.

Average Recruiter breakdown

Enlisted Production Recruiters (As of 31 July 2007)

- 4,024 Active enlisted recruiters
- 700 Reserve enlisted recruiters

Officer Production Recruiters (As of 31 July 2007)

- 147 Active officer recruiters
- 86 Enlisted officer recruiters
- 111 Reserve Officer recruiters

Our objectives…

- Total Force
- Qualified Sailors
- NSW/NSO
- DEPpers
- Global War On Terrorism

Navy Enlistment Policy …

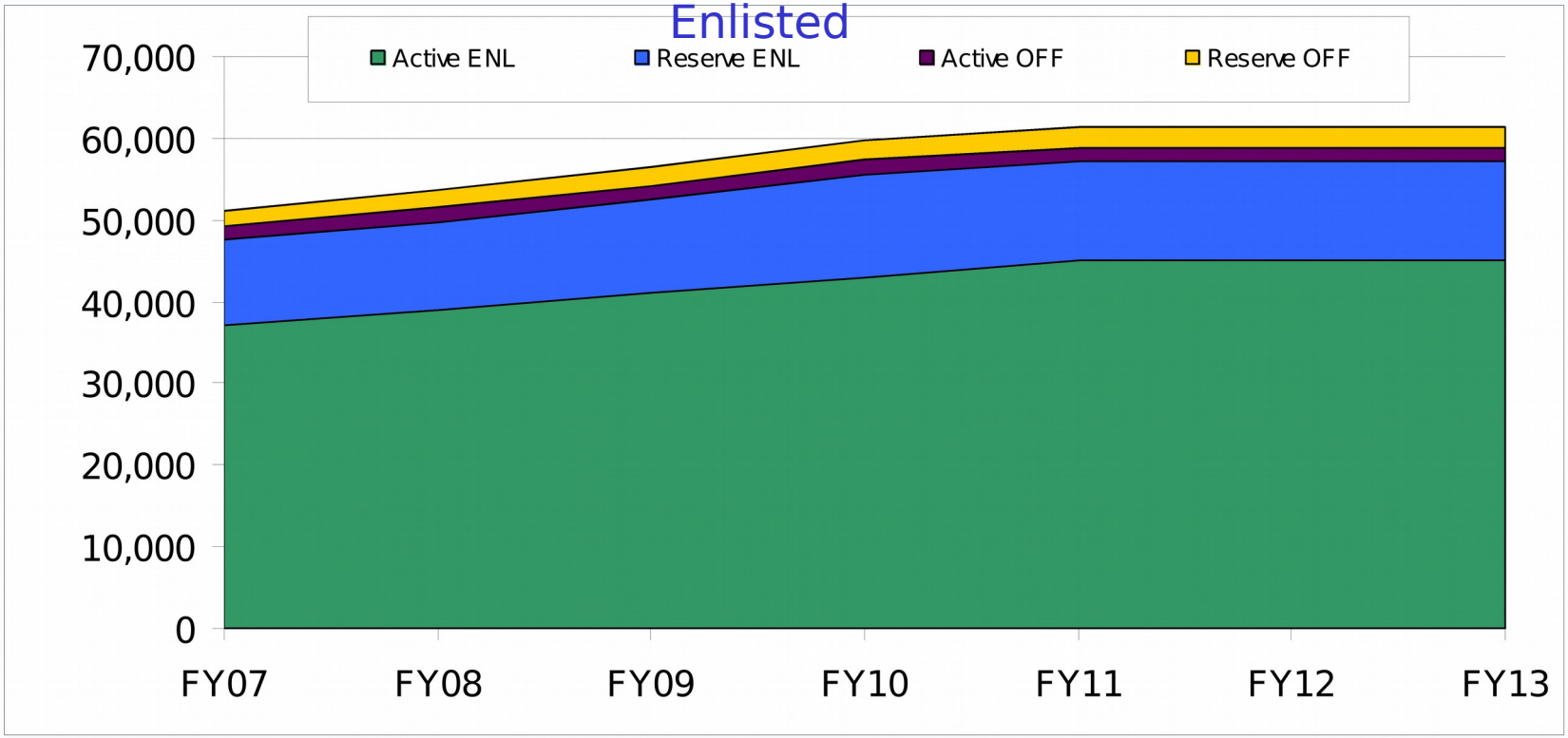
- 95% High School Diploma Graduates
- 70% Above average score on the Armed Forces Qualification Test (AFQT)
- 0% in CAT IV (30 or less on the AFQT)
- Must meet additional standards for rating
- Must pass Navy physical fitness and body fat standards
- Must have no significant history of drug use
- Must be drug free at time of enlistment
- Must not have significant or offensive tattoos and no tattoos above the shirt collar
- Must not have sole custody of dependents
- Must have no significant legal issues and no issues outstanding

Looking forward …

Fiscal Year (FY) 2007 Active Component (AC) mission accession number is set at 37,000 enlisted and 1571 officer. Reserve Component (RC) mission accession number is 10,602 enlisted and 2011 officer – A total one force goal of 51,184.

Increasing Mission & Uncertain Future …

Total Force (TF) recruiting mission consists of four separate parts: Active Officer, Reserve Officer, Reserve Enlisted, and Active Enlisted



Total Force Mission =	51184	53713	56492	59677	61327	61327

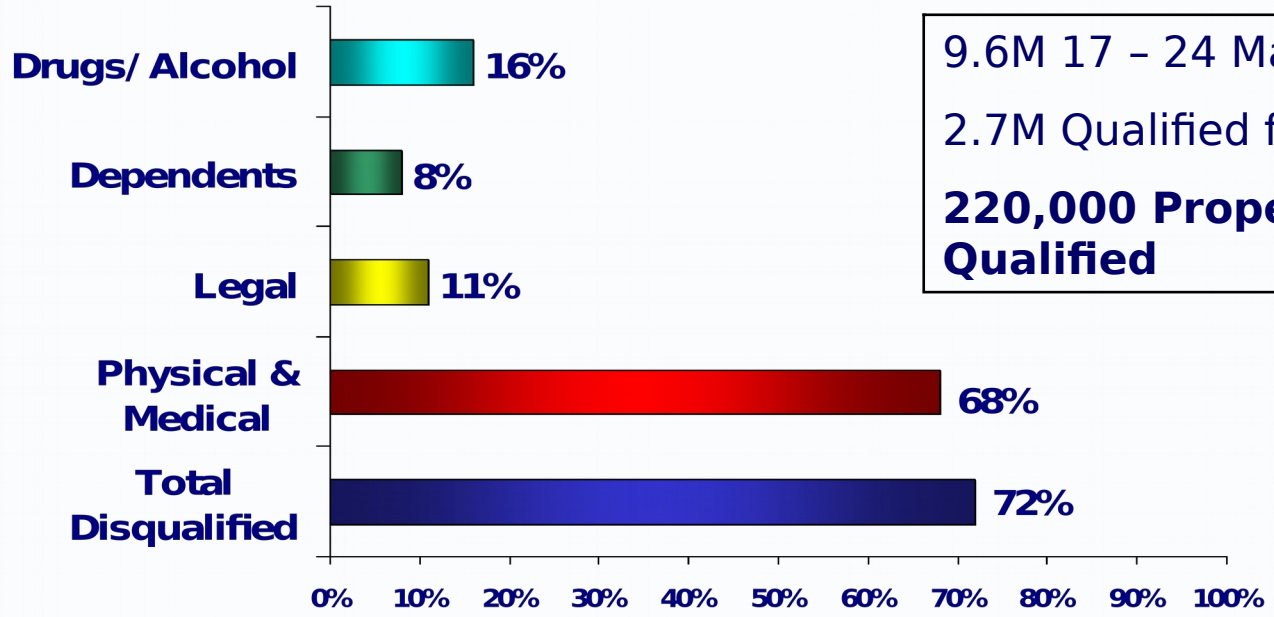
Recruiting remains challenging…

Findings indicate four major recruiting challenges:

- Decrease in qualified potential recruits
- Decrease in personal propensity
  - Global War on Terrorism
  - Immigration debate
- Decrease in influencers
  - Down across the board and severely for Fathers
- Decrease in the nation's unemployment rate
  - Unemployment Rate
  - Easier to find a full time job

Non-Prior Service Recruiting Market …

- **72%** of youth population **ineligible** for the U.S. Navy



9.6M 17 – 24 Male Target Market

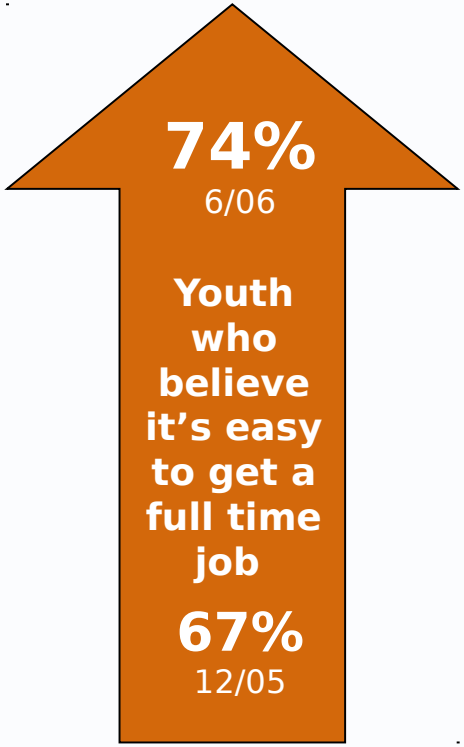
2.7M Qualified for Military Service

220,000 Propensed and Qualified

Source: QMA Estimates of the eligible youth population (HumRRO April 2005)

It is not enough to just recruit those propensed … Navy Recruiters must interest the non-propensed

Perceptions of Civilian Jobs ..



Perceptions of People aged 15-21	Military Service	Civilian Job
Experiences that prepare you for a career	14%	27%
Interesting job, not just routine	29%	13%
Work with people you respect	17%	12%
Job where you decide how tasks will be carried out	9%	43%
Something you can be proud of	23%	9%
Earn respect of people who are important in your life	9%	20%
Good paying job that allows you to live comfortably	8%	38%
Receive approval from parents	30%	7%
Have personal freedom	4%	56%

Source: JAMRS

Propensity and Influencer support

- Over the past year, propensity has fallen significantly in almost all categories
  - Hispanics are the fastest growing market, yet propensity is moving in the wrong direction

- Influencers of youth (Dads, Moms, and Grandparents) are less likely to recommend military service than at any point since 2003
  - The drop has been most significant among Dads and Grandparents

Influencer's Role …

- Navy Recruiting success is due to the support we receive from citizens who influence young Americans, i.e., parents, siblings, educators, veterans, youth workers and various Friends of the Navy (FON) organizations such as the Navy League, Fleet Reserve Association and Navy Club of the USA. Centers of Influence (COIs), essentially each of you, are vital to the future of our Navy.

- Education, war, and a shrinking veterans pool are some of the major concerns of today's influencers.

What can you, as an influencer, -- do to help?

- Talk to everyone. Share your knowledge and experience with students, peers and local organizations.

- Contact a local recruiter in your area and offer your assistance.
  - Invaluable resource
  - Listen, Learn and Lead

Ready for the Challenge …

- Navy Recruiting stands ready to meet the challenges of the future.
- Communication is key.
- “Influencer” help = Recruiting success.

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- **Backup**

Navy Recruiting Acronyms ...

- AFQT - Armed Forces Qualification Test
- BOY DEP - Beginning of Year DEP
- DEP - Delayed Entry Program
- FMAM – February-March-April-May – Tough Recruiting Months
- IRR - Inactive Ready Reserve
- JAMRS – Joint Advertising Market Research and Studies
- MEPS - Military Entrance Processing Station
- NAT - New Accession Training – Non-Prior Service Reservists (previous NPSB)
- NORS - Navy Officer Recruiting Station
- NOSC - Naval Operational Support Center
- NRD - Navy Recruiting District
- NRS - Navy Recruiting Station
- PST - Physical Screening Test (Physical Fitness Test required for Special Operation Program)
- RTC - Recruit Training Command
- SPECWAR - Special Warfare
- WINTR - Women In Non-Traditional Ratings